

## **#1**

### **To people who want more customers and sales**

If you want to get more customers and sales, this article is the most important thing you'll read today. You'll discover a little-known strategy that will drastically increase the effectiveness of all of your sales messages. You will likely be the only one among your competitors using it...

### **The most important sentence in business**

The first sentence you speak or hear is the most important.

In marketing, we call it the headline, a key element of every advertisement and sales message.

It's also the first words you and your salespeople say, whether in a store, during customer service, or in phone conversations when trying to engage someone in a discussion.

Similarly, the headline or its equivalent is the first sentence in a conversation with a potential customer, whether face-to-face or over the phone.

You even use it in everyday situations, talking with family at the table or friends at a barbecue. Its purpose is to grab attention and lead into further conversation.

### **Why you must capture attention immediately**

Want to tell a friend a story about your last trip? You'll start by calling their name. This is exactly what we do in every single sales process, and it is the first and most crucial step to achieving the desired goal.

A headline is vital because without it, the person will not listen to what you have to say, which means you won't close the sale or even present your offer.

### **How to create headlines that attract more customers and sales**

Your first sentence must have a specific target audience.

For example, if you're advertising to drivers, start your first sentence with "Drivers!", just as you would call a friend by their name.

In business, your headline should showcase a BIG benefit or a BIG Promise, so the audience immediately knows what you have to offer.

"Lose 5 kg in 30 days," "We'll help you sell your house," "Gain 5 new clients this month."

The headline is an ad for the ad itself, so make sure it is clear and interesting enough to make the customer take action. There's a rule that says 80% of the success of a sales message is due to the initial communication.

Avoid negative headlines; people want to get rid of constant pain, frustration, stress, and strive for a better life.

Similarly, do not create a headline that is meaningless or only makes sense after reading the rest of the text because you must grab the customer's attention immediately, or they won't read the rest.

In summary, every first sentence must be carefully thought out.

It should grab attention and intrigue the customer enough to consume the rest of the sales message.

Especially in paid ads, where 80 cents of every dollar spent goes to the headline, ensure it includes a big promise or benefit.

Want to put this knowledge into practice? Or simply need more customers? Download our free guide to Meta ads, which will show you how to create effective ads on Facebook in less than 15 minutes!

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